

CONFERENCE LOCATIONS & DRIVING DIRECTIONS

Wharfinger Building, 1 Marina Way, Eureka

Coming North into Eureka on Highway 101:

- Turn Left onto Washington Street (there's a stoplight).
- Turn Right onto Waterfront Drive . It's the large building on the left about 2/10 miles up at the intersection.

Coming South into Eureka on Highway 101:

- Highway 101 becomes 4th Street. Follow it through town.
- Just past A Street, turn Right on Commercial Street.
- Turn Left on Waterfront Drive. It's the large building on the right about 3/10 miles down.

Red Lion Hotel, 1929 Fourth Street , Eureka

(707) 445-0844, www.redlion.com

From the North: Take Highway 101 South into Eureka. Highway 101 becomes 4th Street. Red Lion is on the right as you come into Eureka between T and V Streets.

From the South: Take Highway 101 North into Eureka. Highway 101 Northbound becomes 5th Street. Turn Left on T or V Street and the Red Lion is one block down on 4th.

College of the Redwoods (CR), 7351 Tompkins Hill Rd.

(707) 476-4360, www.redwoods.edu

From the North:

- Take 101 southbound through Eureka, and take the Tompkins Hill Road Exit.
- Make a Right at the stop sign (there's only 1)
- Continue south along Tompkins Hill Road, and you will pass CR's North Entrance on your left.
- CR's Main Entrance is immediately afterward on the left.

From the South:

- Take 101 northbound on your way to Eureka.
- You will pass the College on your right.
- The next exit is Tompkins Hill Road. Take this exit, and turn Right at the stop sign .
- You will pass CR's North entrance on your left and almost immediately be presented with the Main entrance, again to your left.

The South Entrance is where you will find the Security/Information building, just as you enter the College.

1st Annual Western Organic Dairy Conference

March 12th through 14th, 2004
Eureka, CA



Sponsored by:
HUMBOLDT CREAMERY

Co-sponsors include:
AURORA ORGANIC DAIRY
CLOVER-STORNETTA
HORIZON ORGANIC DAIRY
ORGANIC VALLEY

Conference Agenda

Friday, March 12

Wharfinger Building, 1 Marina Way, Eureka, CA

5:00 p.m. Registration Begins
6:00 p.m. Reception
7:00 p.m. Opening Remarks
7:15 p.m. Organic Dinner & Guest Speaker
"Trends in the Organic Marketplace"
Theresa Marquez, President of The Organic Center

Saturday, March 13

College of the Redwoods (CR), Forum Theatre 7351
Tompkins Hill Road, Eureka, CA

8:00 a.m. Introduction
8:15 a.m. Session I: **"Foundations of Organic Herd Health."** Dr. Paul Dettloff, Dr. Ann Wells
9:30 a.m. Break
9:45 a.m. Session II: **"National Organic Program Update."** Peter Miller, OTCO, Brian McElroy, CCOF, Richard Mathews, NOP/USDA
11:00 a.m. Session III: **"Organic Feeding Systems."** Jerry Brunetti, Agri-dynamics, Lynn Clarkson, Clarkson Grain Co.
12:15 p.m. Lunch Break, Lakeview Room
1:30 p.m. Session IV: **"Exploring a National Organic Farmers' Alliance."** Panel of Producers from NODPA, John Bobbe, OFARM. Mod Moderator—George Siemon, Organic Valley
2:45 p.m. Break

Agenda Continued

3:00 p.m. Session V: **"Success Stories in Calf-raising."** Dairy Producer Panel—Blake Alexandre, Henry Perkins, Bob Ross, Debbie Timn. Moderator—Harry Markos, Markos Consulting
4:15 p.m. **"Organic Dairy Tour & Reception"**
O'Neil's Organic Dairy
6:15 p.m. **Return to College of the Redwoods**
7:00 p.m. Organic Dinner & Guest Speaker
"Milk is Medicine," Jerry Brunetti, Agri-dynamics (Red Lion Hotel)

Sunday, March 14

Red Lion Hotel, 1929 Fourth Street, Eureka, CA

8:00 a.m. Session I: **"National & Regional Organic Pay Price History & Forecast."** Dan Bansen
9:15 a.m. Session II: **"Establishment of the Western Organic Dairy Committee."** Producer Group of Representatives
10:30 a.m. **Conference Adjourns**

HOTEL INFORMATION

We reserved a block of rooms for Conference Attendees at the Red Lion Hotel in Eureka. The special Conference rate is \$69 per night and includes breakfast. You can call (707) 445-0844 to make your reservations.

Be sure to mention the Organic Dairy Conference and ask for the group rate. Rooms are only guaranteed for a limited time, so we recommend you call the hotel directly by March 3, 2004 to make your reservations.

The dinner Saturday evening and sessions on Sunday morning will also be held at the Red Lion Hotel.

Western Organic Dairy Conference

March 12 through 14, 2004

Please provide the information requested below, check any applicable boxes, and return to Humboldt Creamery Association by March 5, 2004. Please print legibly.

Please mail to: Humboldt Creamery Assoc., 572 Highway 1, Fortuna, CA 95540 or fax to (707) 725-6186. If you have any questions, call us at (707) 725-6182, or e-mail rwil@humboldcreamery.com.

NAME _____ PHONE _____

COMPANY _____

ADDRESS _____

CITY-STATE-ZIP _____

Thanks to our Sponsors, this conference is being offered at NO COST to certified organic dairy producers. The cost to attend the conference (including meals) is \$100 per person for all others.

Number of Attendees in your Group _____

Please check which meal events you plan to attend and indicate menu selection(s) where applicable.

___ Friday Reception (Beer, Wine & Appetizers)

___ Friday Organic Dinner (Please Select)

___ Chicken ___ Vegetarian

___ Saturday Lunch

___ Saturday Dairy Tour & Reception (Beer & Chips)

___ Saturday Organic Dinner (Please Select)

___ Pork ___ Beef ___ Vegetarian

___ Please check here if you require special arrangements under ADA.

Please provide the names of attendees in your party.

To reserve your meals, be sure to register by March 5.